1   32. (New) The graphical user interface (GUI) of claim 31, wherein the GUI further

2   comprises a second multi-media identifier corresponding to a theme song of the

3   entertainment program to be rendered responsive to selection of the second multi-media

4   identifier.

5

1   33. (New) The graphical user interface (GUI) of claim 31, wherein the GUI further

2   comprises a second multi-media identifier corresponding to a video clip of the

3   entertainment program to be rendered responsive to selection of the first multi-media

4   identifier.

5

1   34. (New) A graphical user interface (GUI) for presenting data associated with an

2   entertainment program, comprising:

3   textual data about the entertainment program; and

4   a first multi-media identifier corresponding to a theme song of the entertainment

5   program to be rendered responsive to selection of the first multi-media identifier.

6

1   35. (New) The graphical user interface (GUI) of claim 34, wherein the GUI further

2   comprises a second multi-media identifier corresponding to a video clip of the

3   entertainment program to be rendered responsive to selection of the first multi-media

4   identifier.

5

1   36. (New) A graphical user interface (GUI) for presenting data associated with an

2   entertainment program, comprising:

3   textual data about the entertainment program; and

4   a first multi-media identifier corresponding to a video clip of the entertainment

5   program to be rendered responsive to selection of the first multi-media identifier.

37. (New) An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions to render a graphical user interface (GUI) for presenting data associated with an entertainment program, wherein the GUI includes a first multi-media identifier corresponding to a critique of the entertainment program to be rendered responsive to selection of the first multi-media identifier; and

a processor coupled to the storage medium to execute the programming instructions.

38. (New) The apparatus of claim 37, wherein the GUI further comprises a second multi-media identifier corresponding to a theme song of the entertainment program to be rendered responsive to selection of the second multi-media identifier.

39. (New) The apparatus of claim 37, wherein the GUI further comprises a second multi-media identifier corresponding to a video clip of the entertainment program to be rendered responsive to selection of the first multi-media identifier.

40. (New) An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions to render a graphical user interface (GUI) for presenting data associated with an entertainment program, wherein the GUI includes a first multi-media identifier corresponding to a theme song of the entertainment program to be rendered responsive to selection of the first multi-media identifier; and

7 a processor coupled to the storage medium to execute the programming

8 instructions.

9

1 41. (New) The apparatus of claim 40, wherein the GUI further comprises a second

2 multi-media identifier corresponding to a video clip of the entertainment program to be

3 rendered responsive to selection of the first multi-media identifier.

4

1 42. (New) An apparatus comprising:

2 a storage medium having stored therein a plurality of programming instructions

3 to render a graphical user interface (GUI) for presenting data associated with an

4 entertainment program, wherein the GUI includes a first multi-media identifier

5 corresponding to a video clip of the entertainment program to be rendered responsive to

6 selection of the first multi-media identifier; and

7 a processor coupled to the storage medium to execute the programming

8 instructions.

9